

EXHIBIT 18

enlisted



blendtec®

R1.5 | Brand Identity

October 5, 2022

today's objectives

- Review feedback and design strategy for evolution of logomark and logotype
- Review creative exploration, development, and directions for refreshed logomark and logotype.

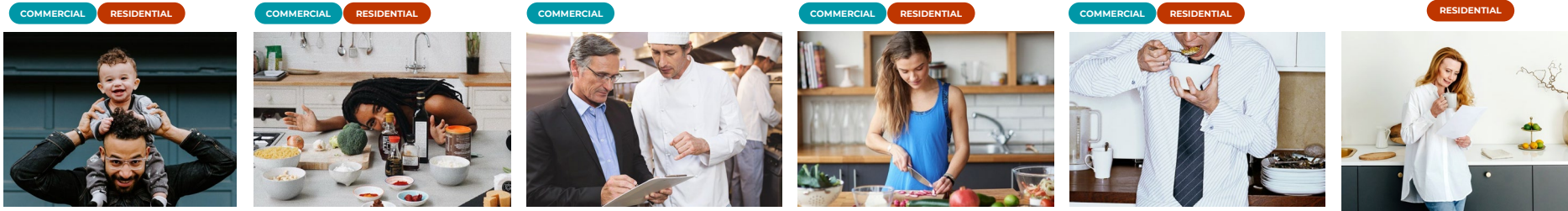


agenda

1. Strategy & Design Recap
2. Creative Exploration & Development
3. Creative Directions
4. Summary
5. Discussion & Next Steps



visual design recap



Design Objective:

The Aspirational Kitchen

which wants to experience the joy of...

Capability

Accomplishment

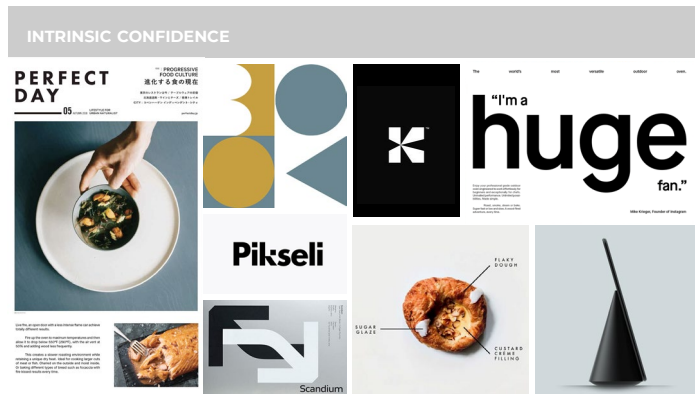
Confidence

from a brand that is...

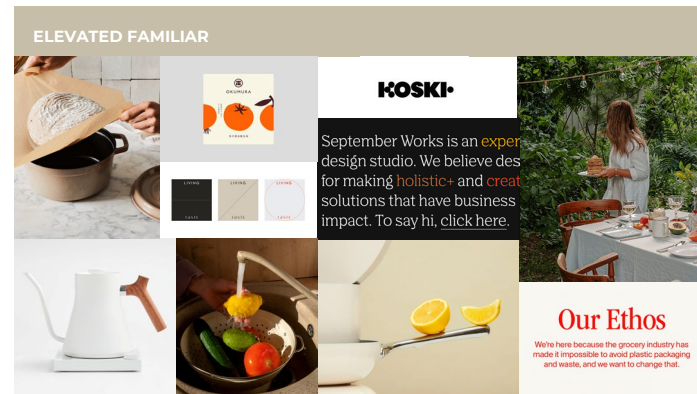
Authentic

Engineered

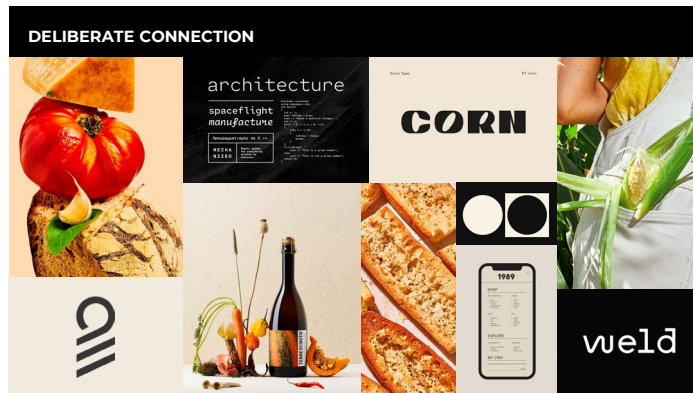
Proven



CONCEPT 1



CONCEPT 2



CONCEPT 3

Concept 1



Concept 2

Blendtec

Concept 3

BLENDTEC

Concept 1



Concept 2



Concept 3



feedback & objectives

what we heard

Blendtec's marks collectively and independently have established goodwill and value in the marketplace.

We want to leverage the strength and goodwill of the two existing marks – while open to exploring changes in form, font type, size, and color, we must stay true to the equity we have built, and we do not want to move away from the swirl.





minimal refinement

- Minimal, subtle simplification of mark
- Easily recognized by the brand loyalists



graphic simplification

- Modernized, bolder logotype
- Simplification and re-arrangement of existing mark



retaining iconic elements

- Simplified, modernized typeface
- Cleaner, more pleasing character arrangement
- Retains overall color placement/ hierarchy



acknowledging equity

- Primary holding shape retained
- Color palette either maintained or evolved
- Modernized logotype



minimal refinement

- Subtle refinements to logotype
- Easily recognized by the brand loyalists



graphic simplification

- Modernization of typeface and illustration
- Simplification of existing mark - still recognizable
- Color palette reduced, primary brand color retained



retaining iconic elements

- Overall shape is maintained
- Graphic/icon re-interpreted
- Simplification of color palette
- New typeface but retains hierarchy and placement



acknowledging equity

- Simplified color palette
- Retains angled logotype and primary color
- Modernized typeface still conveys playful/fresh



total revolution

- Full departure from previous logotype



current equity

Swirl:

- recognized by brand loyalists
- communicates blending in an abstract, pictorial manner
- geometry hints at product design
- original four-cornered holding shape has been removed

Logotype:

- original serif logotype replaced by geometric, Bauhaus-style typeface

observations

Swirl:

- soft, fully rounded edges and base
- geometrically imperfect and symmetrically irregular
- hand drawn quality, somewhat playful

Logotype:

- typeface may no longer feel innovative or modern
- font style based on very rounded and soft geometry
- circular radius of characters not shared with mark

opportunities

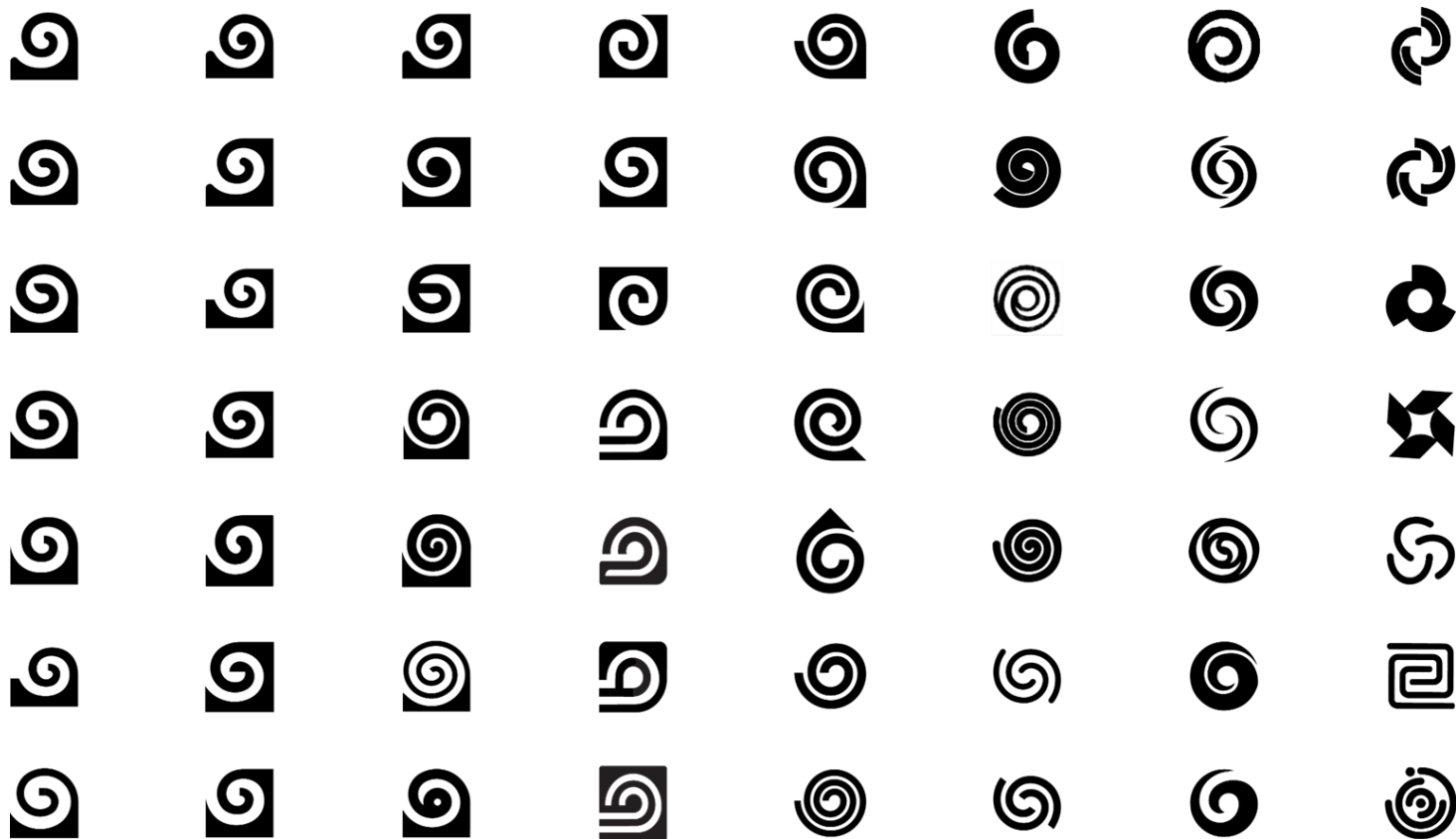
Swirl:

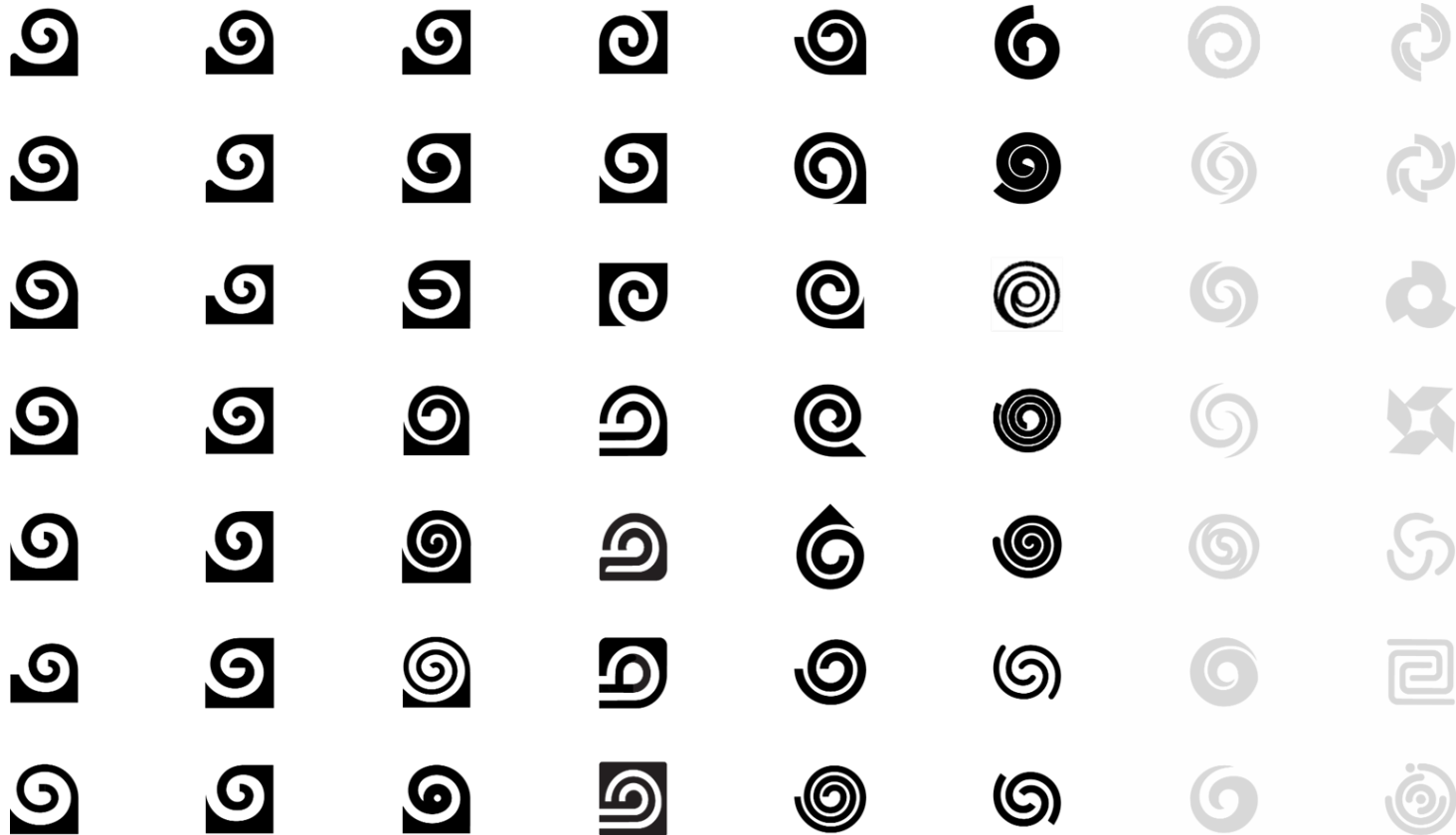
- explore a refined sense of geometry and stronger symmetry to better communicate precision and engineering
- explore revisions to/ or removal of holding shape (base, corners, etc)
- explore ways to simplify and modernize to be more harmonious with product design

Logotype:

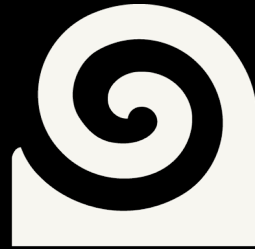
- explore letterforms and characters that convey a stronger sense of confidence and accomplishment
- ensure the visual language between the mark and type is connected and intentional

creative exploration & process





direction 1



blendtec





blendtec®



blendtec

 blendtec®

A.  blendtec

B.  blendtec

C.  **BLENDTEC**



Current



New





**Current
Mark**



A. Geometric
Evolution



B. Geometric
Evolution
With Corner



C. Straight
Geometry



D. Filled in
Center



E. Wispy
Center



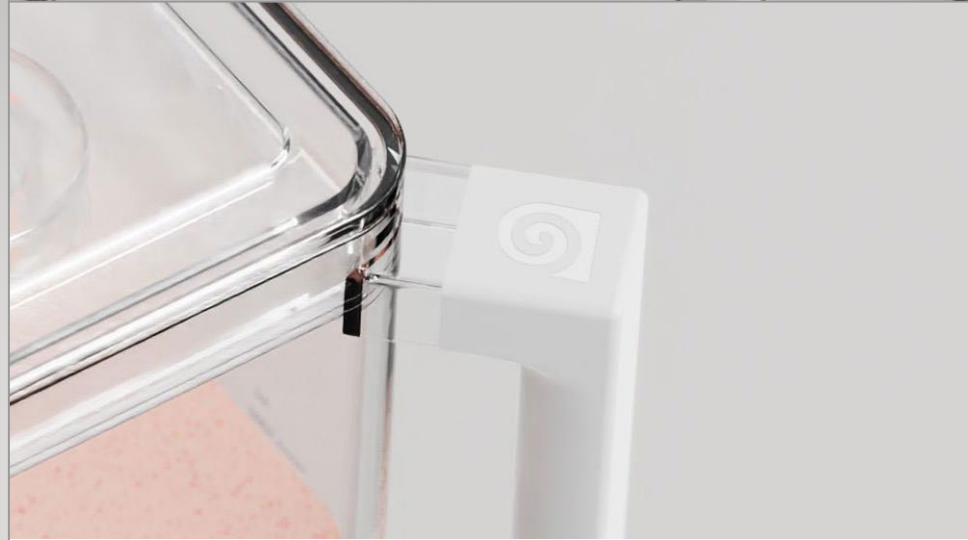
F. Tighter Spiral



G. Two Swirls



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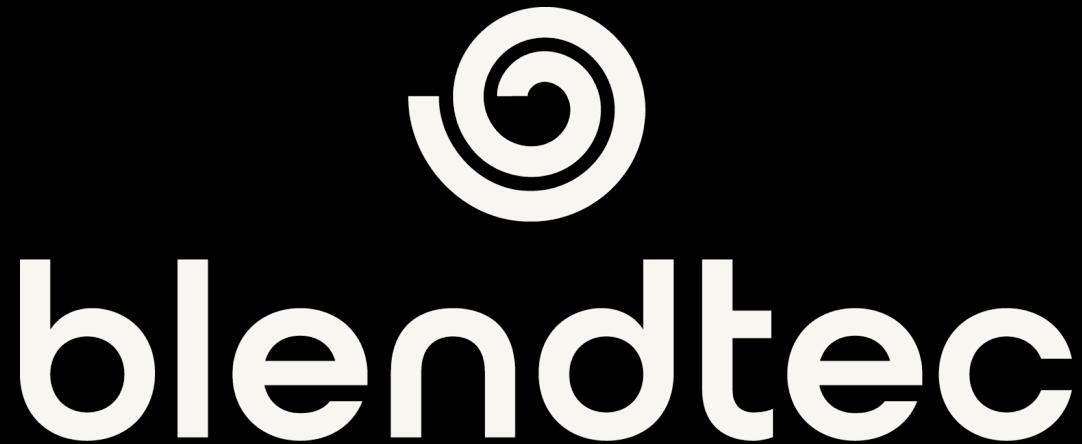


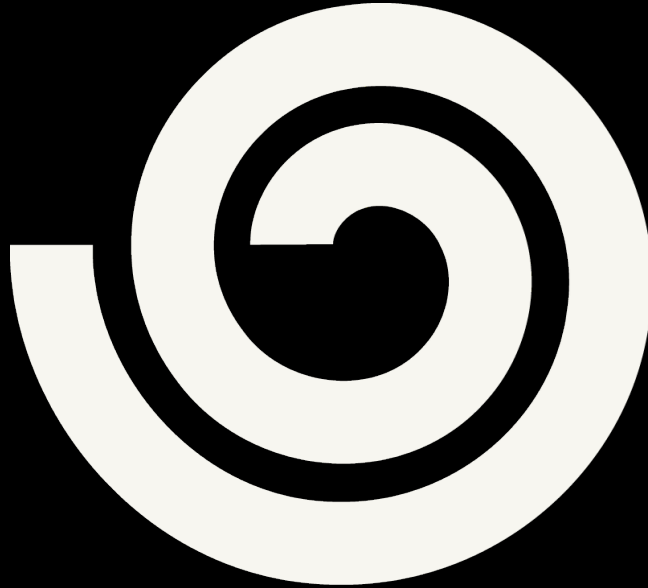






direction 2












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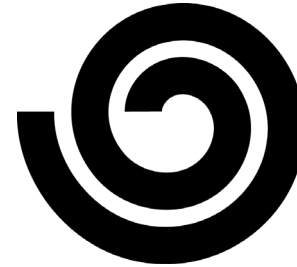
blendtec

 blendtec®

- A.  blendtec
- B.  Blendtec
- C.  BLENDTEC
- D.  blendtec
- E.  Blendtec



Current



New





**Current
Mark**



A. Geometric
Evolution



B. Rotated
Orientation



C. Filled-in
Center



D. More
Segments



E. Corner
Base



F. Corner
Base



G. Rotated w/
Base



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summary

 **blendtec**®

1.

 **blendtec**

2.

 **blendtec**

Direction 1

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Direction 2





1A. blendtec

2A. blendtec

1B. blendtec

2B. Blendtec

1C. BLENDTEC

2C. BLENDTEC

next steps

next steps

Please provide feedback no later than date indicated below:

10/10:

- Blendtec to share consolidated feedback

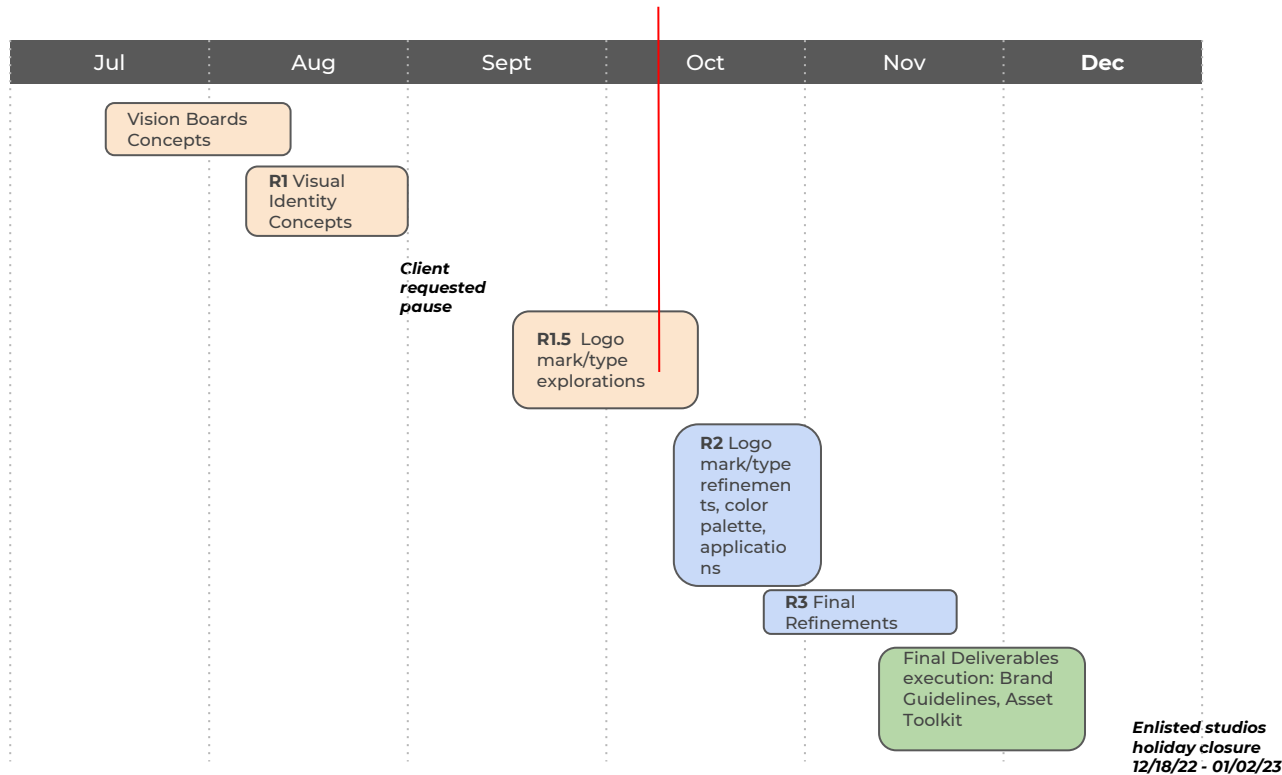
10/24 *(date tbc)*

Round 2: Visual Identity Refinement presentation

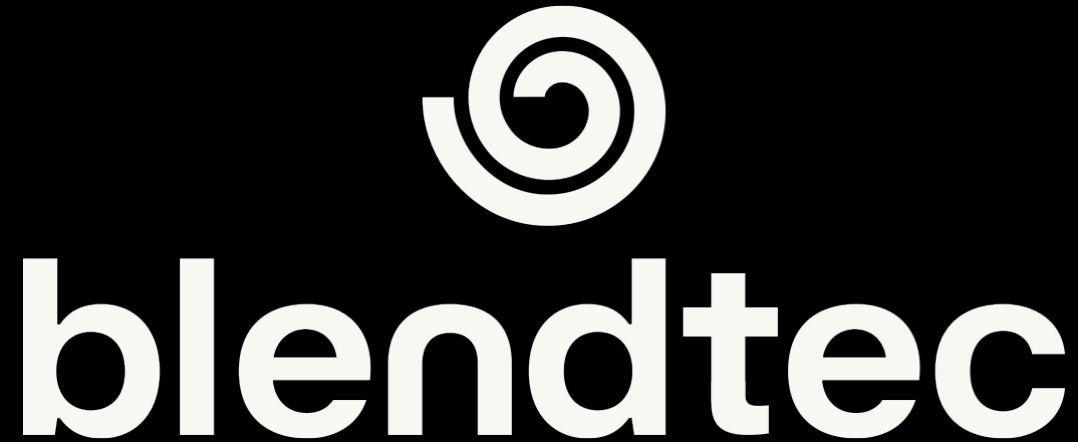
- Refinement and extension of selected logo option(s) including exploration of:
 - brand color palette,
 - supporting typefaces,
 - photography
 - application concepts for
 - landing page, trade show display, and commercial catalog

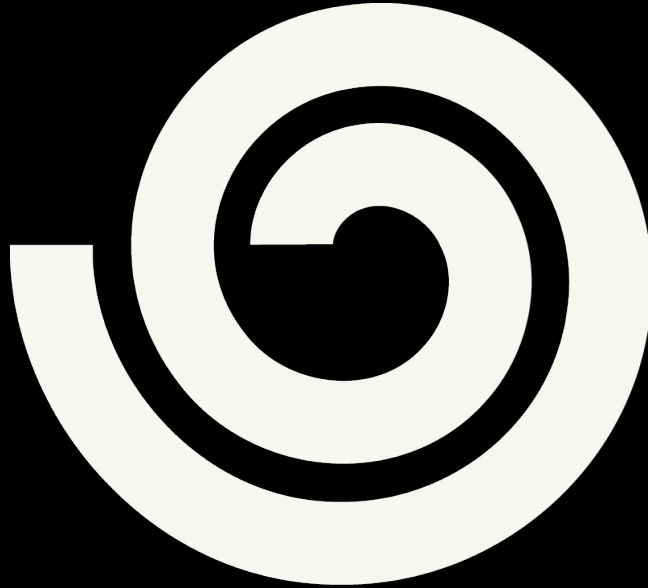


- Concept Development
- Concept Refinement
- Deliverable execution



appendix









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Direction 1

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Direction 2
Revised

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**Cuisinart****NINJA***robot coupe***BEAST****Breville****KitchenAid****Hamilton
Beach****nutribullet**

enlisted

Thank you.